CLAIMS

1.   A post-session advertising system for use in a media having a background and a foreground, comprising the steps of: (a) displaying a first display in a first platform in said foreground of said media; (b) initiating a load triggering event; (c) opening a post-session platform in response to said load triggering event in said background of said media; (d) displaying a post-session display on said post-session platform; and (e) maintaining said post-session platform in said background until a viewer driven view triggering event occurs.

2.   The system of claim 1 wherein said steps of displaying a first display in a first platform and said step of opening a post-session platform further include the steps of displaying a first display in a first interactive media platform and opening a post-session interactive media platform, respectively.

3.   The system of claim 1, further comprising the step of timing the duration from said view triggering event to said platform being closed.

4.   The system of claim 1, further comprising the step of bringing said post-session platform to the foreground in response to a view triggering event.

5.   The method of claim 1, further comprising the step of timing the duration said post-session platform remains in the foreground.

6.   The method of claim 1, wherein said step of opening a post-session platform in response to said load triggering event is forgone if a predetermined time period has not elapsed.

7.   A post-session advertising system for use in a media having a background and a foreground, said system comprising: (a) a first platform for displaying a first display in said foreground of said media; (b) a post-session platform for displaying a post-session display in said background of said media in response to a load triggering event; (c) a Web server for providing a link to said post session display in response to said load triggering event; (d) said post-session platform coming to said foreground of said media in response to a viewer driven view triggering event.

8.   The system of claim 7 wherein said media is selected from a group consisting of: (a)a communication device; (b)a computer; (c) personal digital assistant; (d) telephone; (e) television; and (f) radio.

9. The system of claim 7 wherein said first and post-session displays are selected from a group consisting of: (a) a Web site; (b) a Web page; (c) interactive media; (d) video broadcast content; and (e) audio broadcast content.

10. The system of claim 7 wherein said first and post-session platforms are selected from a group consisting of: (a) a Web browser; (b) a television channel; (c) a telephone line; (d) a radio station; (e) streaming media; (f) content delivery applications; (g) media viewing technology; and (h) interactive technology.

11. The system of claim 7 wherein said load triggering event is selected from a group consisting of: (a) clicking on an off-site link; (b) entering a new address; (c) load; (d) unload; (e) click; (f) resize; (g) submit; (h) focus; (i) blur; (j) move; (k) key press; (l) select; (m) change; (n) refresh; (o) open; (p) close; (q) redirect; (r) enter; (s) exit; (t) end of program; (u) beginning of program; (v) end of session; (w) change of service; (x) time; and (y) a combination of at least two of said load triggering events of (a)-(x).

12. The system of claim 7 wherein said view triggering event is selected from a group consisting of: (a) closing said first platform; (b) selecting said post-session platform; (c) clicking on an off-site link; (d) entering a new address; (e) load; (f) unload; (g) click; (h) resize; (i) submit; (j) focus; (k) blur; (l) move; (m) key press; (n) select; (o) change; (p) refresh; (q) open; (r) redirect; (s) enter; (t) exit; (u) end of program; (v) beginning of program; (w) end of session (x) change of service; (y) time; and (z) a combination of at least two of said load triggering events of (a)-(y).

13. The system of claim 7 wherein said view triggering event causes a focus timer process to initiate.

14. A post-session advertising method comprising the steps of: (a) accessing a first display by a viewer; (b) initiating a load triggering event as said viewer exits said first display; (c) providing delayed post-session display to be held until a viewer driven view triggering event occurs; and (d) displaying said post-session display upon the occurrence of said view triggering event.

15. A method for delivering displays to viewers and for exchanging traffic between platforms, comprising the steps of: (a) obtaining post-session instructions from a Web server and adding said post-session instructions to a display; (b) opening said display with a foreground platform; (c) initiating a load triggering event; (d) opening a post-session platform in the background of said foreground

platform in response to said load triggering event; and (e) maintaining said post-session platform behind said foreground platform until a viewer driven view triggering event occurs.

5   16.   The method of claim 15, further comprising the step of timing the duration from said view triggering event to said platform being closed.

17.   The method of claim 15, further comprising the step of moving said post-session platform to the foreground in response to a view triggering event.

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18.   The method of claim 17, further comprising the step of timing the duration said post-session platform remains in the foreground.

19.   The method of claim 15, wherein said step of opening a post-

15   session platform in response to said load triggering event is forgone if a predetermined time period has not elapsed.